

Mark Curtis-Chávez

Special Assistant to the President
Lone Star College-CyFair



Mark currently serves as the **Special Assistant to the President** at Lone Star College-CyFair. Besides managing the department of College Relations—where he has increased the campus' social media presence 400% on Facebook—Mark also initiated and leads the Grants Council and the Data Team, which focuses on student retention, success, and completion—where he has helped to increase enrollment and retention through the use of data nudges, which is based on behavioral economics theory. He also co-chairs the Strategic Enrollment Management Council.

Mark served as the **Interim Assistant Vice Chancellor for Special Initiatives**, where he developed and implemented a faculty recruiting plan, visiting the largest Hispanic-serving graduate schools, recruiting 246 potential Hispanic faculty candidates. To support this effort, he led a district-wide team that developed recruiting materials, including a video and brochure, a Hispanic job board list, and a web page for recruits that included cost of living information as well as guidance for applicants from the cover letter to the interview follow-up correspondence. With the Hispanic

Leadership Council team, he also developed a Hispanic student success initiative.

Previously, Mark served as the founding **Dean of Instruction** at Lone Star College-University Park, where he managed all disciplines, including the liberal arts and sciences as well as credit workforce. During that time, he increased enrollment 53% from 6,200 to 9,500 students (unduplicated headcount), growing online enrollment 160% and dual-credit 61%, while also building new programs: an AAS in Law Enforcement and an Advanced Technology Certificate in Converged Technology. He also led the development effort for the competency based education program at Lone Star College in IT and Business and co-chaired the Hispanic Leadership Council.

Mark also served as the **Associate Dean of Liberal Arts** at Cuyahoga Community College, where he supervised 41 full-time faculty, 7 department chairs, 1 program manager, 5 office staff, 2 theater technical directors, and 20 part-time staff members, as well as the Writing Center and its tutors. One of his proudest accomplishments was successfully accelerating developmental English students into Freshman Composition through Bridge and Accelerated Learning Programs. With Student Affairs, he developed an Early Alert program, eventually helping to implement it district-wide, as well as providing district-wide Learning Community training. During this time, he also stepped into the role of **Interim Dean of Creative Arts**, which included a number of academic programs; Arts Prep—a K12 arts program; Tri-C Presents—a slate of performing arts for the community; the Showtime at High Noon Series—artistic productions for elementary schools; and Tri-C's JazzFest, the largest music festival in Ohio and the largest educational jazz festival in the country.

Formerly, he served as **Division Chair, Communications**, at Arizona Western College. The division included English, Reading, Journalism, Creative Writing, Television Production, Broadcasting (Radio), and Media Arts. Here he was able to increase enrollment 21%, increase English offerings 100% in South Yuma County—which serves an at-risk community of first-generation Hispanic students—and develop a Summer Bridge program for student athletes and ESL students. With Student Affairs, he worked to develop a program that helped the Cocopah Indian Tribe increase the success rates of tribal students participating in its Higher Education Grant Program. Before that, he served as a full-time **Professor of English**.

As an **English faculty** member for over ten years, Mark has taught at a number of institutions, including Northern Illinois University, Purdue University Calumet, Indiana University Purdue University at Indianapolis, Butler University, Orange Coast Community College, Arizona Western College, and Cuyahoga Community College.

Mark has PhD in Higher Education from the University of Toledo, an MA in English from Northern Illinois University, and BA in English from Indiana University, and he is the first person in his family to attend college.